

Basic Concepts of Intercultural Communication:  
Paradigms, Principles, & Practice

Chapter Outline

**PART I: Contemporary Text**

**1) Framing Intercultural Communication**

- a) Introduction
  - i) Why Intercultural Communication Matters
  - ii) Overview and relationship to *Basic Concepts of Intercultural Communication: Selected Readings*
  
- b) Definitions & Scope
  - i) Objective and Subjective culture
  - ii) Terminology
  - iii) Levels of analysis
  - iv) Levels of abstraction
  
- c) Conceptual Focus
  - i) Constructivist communication
  - ii) Embodied experience

**2) A Paradigmatic History**

- a) Positivism and the Hierarchy of Civilization
  - i) Newtonian paradigm
    - (1) Newton's physics
    - (2) Comte's positivism
    - (3) Social Darwinism
  - ii) Implications of positivism for intercultural theory
    - (1) Culture is epiphenomenal
    - (2) Culture is reified
    - (3) Culture is personalized
  - iii) Implications of positivism for intercultural practice
    - (1) Area studies
    - (2) Do's & don'ts
    - (3) Behaviorist learning
  
- b) Relativism and Cultural Systems
  - i) Einsteinian paradigm
    - (1) Systems theory
    - (2) Post-modernism
  - ii) Implications of relativism for intercultural theory
    - (1) Cultural relativity
    - (2) Linguistic relativism
    - (3) The "silent language" of intercultural communication
  - iii) Implications of relativism for intercultural practice
    - (1) Creating awareness of perspective
    - (2) Paradigmatic confusion

- c) Constructivism and Intercultural Adaptation
  - i) Quantum paradigm
    - (1) Observer/observed interaction
    - (2) Radical constructivism
  - ii) Implications of constructivism for intercultural theory
    - (1) Dynamic worldview
    - (2) Embodiment
  - iii) Implications for constructivism for intercultural practice
    - (1) Self-reflexivity
    - (2) Intercultural empathy

### **3) Cultural Context and Interaction**

- a) Contextual awareness
  - i) Boundary conditions of culture
  - ii) Generalizations and stereotypes
  - iii) Cultural self-awareness & identity
  
- b) Interaction analysis
  - i) Language use
  - ii) Nonverbal communication behavior
  - iii) Communication style
  - iv) Perceptual/cognitive style
  - v) Cultural assumptions and values

### **4) Intercultural Adaptation**

- a) Developing intercultural sensitivity
  - i) The ethnocentric positions
    - (1) Denial
    - (2) Defense
    - (3) Minimization
  - ii) The ethnorelative positions
    - (1) Acceptance
    - (2) Adaptation
    - (3) Integration
  
- b) Resolving developmental issues
  - (1) Recognizing simple diversity
  - (2) Establishing common humanity
  - (3) Generating self-awareness; resolving unity & diversity
  - (4) Moving to contextual ethicality
  - (5) Resolving adaptation to difference & authenticity
  - (6) Resolving integration of difference & integrity

### **5) Intercultural Practices**

- a) International/Multicultural Education
  - i) The value of intercultural communication in higher education
  - ii) Linking intercultural communication to traditional liberal arts education
    - (1) The emphasis on multiple disciplinary perspectives

- (2) The emphasis on critical thinking
- (3) The emphasis on ethical action
- b) International Exchange and Study Abroad
  - i) Turning cross-cultural contact into intercultural learning
    - (1) Strengths and limits of contact
    - (2) Intercultural learning
  - ii) Measuring intercultural learning
  - iii) Intercultural education
    - (1) Resolving Denial and Defense in pre-departure programs
    - (2) Moving beyond Minimization in study abroad
    - (3) Fostering Acceptance and Adaptation on-site
    - (4) Using re-entry programming to establish Integration
- c) Global business management/leadership
  - i) The intercultural mindset
    - (1) Investing in intercultural communication
    - (2) Everywhere is Rome
  - ii) The intercultural skillset
    - (1) Focus on worldview experience
    - (2) Using cultural generalizations, avoiding cultural stereotypes
    - (3) Leveraging learning with culture-general frameworks
    - (4) Creating strategies for mutual adaptation
  - iii) Developing intercultural sensitivity
    - (1) The disinterest of Denial
    - (2) The destructiveness of Defense
    - (3) The small world of Minimization
    - (4) Self-referential Acceptance
    - (5) Perspective-taking in Adaptation
    - (6) Creative Integration
  - iv) Conclusion

## **PART II: Classic Readings**

1. Whorf, Science & Linguistics (10pp)
2. Hall, Hidden Differences (14pp)
3. Singer, Perceptual Approach (12pp)
4. Stewart, Cultural Values (15pp)
5. Barnlund, Global Village (16pp)
6. Barna, Stumbling Blocks (16pp)
7. Bennett, Empathy/Sympathy (23pp)
8. Adler, Cultural Identity (20pp)